



Accessibility Policy

Uncomfortable Oxford Ltd.

Compiled March 10, 2023

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POLICY OVERVIEW

Use of Language Surrounding Disability

“Disabled” is not a bad word; DisCam prefers identity-first language when talking about disability (i.e. “person with a disability”). However, this can become less clear-cut when describing specific disabilities, especially mental conditions. The best approach is to take cues from the person themselves, as each disabled person is unique, and it is important to respect their language choices when referring to someone’s disability.



Specific terms

- Wheelchair-users (*not* wheelchair-bound)
- D/deaf/HOH: Deaf, deaf or hard of hearing (*not* hearing-impaired)
- blind/partially-sighted or person with vision loss
- Assistance dogs [UK] (as opposed to other countries that refer to them as “service dogs”).
- Non-disabled people (*not* able-bodied, certainly *not* normal)
- Accessibility services rather than disability services (focuses on accommodations)

Rationale

We believe in promoting equity and ensuring that all our services are fair and sensitive to the needs of all participants. To achieve this objective, *Uncomfortable Cities Ltd.* is committed to making its website, walking tours, and other activities accessible to people of all abilities. We achieve this by ensuring that our digital properties minimise barriers that could prevent people from using them, whether they are employees within the organisation or members of the public visiting our website. We also ensure that all walking tour routes are designed with accessible adaptations. Additionally, we provide accessibility information for all our activities.

All our web pages and apps will “comply with the technical requirements of Level AA of the Web Content Accessibility Guidelines (WCAG) 2.0.” This is a universally acceptable level of accessibility, with precise technical requirements developed by the World Wide Web Consortium’s Web Accessibility Initiative (WAI).

All our walking tours and products will comply with the Equalities Act 2010 and every effort will be made to make reasonable adjustments and accommodations.

SCOPE OF POLICY

The term ‘accessibility’ refers to the design of products, devices, services, or environments for people with disabilities. Reasons why accessibility is important can include: reduced isolation of people with disabilities, allowing people to fulfil their potential, general compassion.

The core activity of *Uncomfortable Cities* is walking tours, however as the organisation is growing, there is scope for a diversity of roles for all abilities.



This policy sets out *Uncomfortable Cities* commitment to ensuring that our products and our services are accessible for people with disabilities.

Expected Outcomes

- Alt text for all images and providing non-visual alternatives where appropriate
- All essential audiovisual information is captioned, described as necessary or provided in alternative formats
- Content can be navigated with just a keyboard or speech recognition tools
- The website can be used with a screen reader
- Content is structured, ordered and labelled appropriately
- Walking tours are made as accessible as reasonably possible

Mechanisms for On-going Review

Uncomfortable Cities will conduct an accessibility review annually of its online resources and in-person services to ensure adherence. This review will be undertaken by the Mission Officer or one of the Directors.

Additionally, feedback forms are sent out to all participants after each activity and these will allow space for any comments on accessibility to be anonymously submitted to the company. Any relevant comments will be forwarded onto the Operational Director for review and *Uncomfortable Cities* will do their best to address the concern.

Technical Standards

Uncomfortable Cities will adhere to level AA of the [Web Content Accessibility Guidelines \(WCAG\) 2.0.](#)

This will include:

- Alt text for all images and providing non-visual alternatives where appropriate
- All essential audiovisual information is captioned, described as necessary or provided in alternative formats
- Content can be navigated with just a keyboard or speech recognition tools
- The website can be used with a screen reader
- Content is structured, ordered and labelled appropriately



Activity Standards

Marketing

All posters and leaflets will be designed with accessibility principles in mind:

- A QR code redirecting to a plain text version will be provided
- Fonts will be designed so that anyone can use
- Images will be used as an alternative to text
- All words in hashtags will be capitalised on all platforms

Walking Tours

The guide will be aware of the safety assessment and will accommodate routes as needed on tours to avoid obstacles

Carers or accessibility support caretakers will always be welcome to attend tours free of charge when they are accompanying their client.

Extensive and honest information will be provided before the tour to participants, including:

- If tour is step free
- Number of possible seating or rest areas
- Whether there will be loud noises or busy spaces

For Wheelchair users and those with Reduced Mobility

With prior request, guides will adapt routes to ensure the tours are suitably paced and/or wheelchair accessible.

Deaf or Hard-of-Hearing

A written outline of the tour will be provided upon prior request. Guides will be notified ahead of time to speak slowly and clearly to the best of their ability.

If additional accommodations are requested, such as lip reading or auditory amplifiers, these will be accommodated to the best of our ability, but cannot be guaranteed if specialised equipment needs to be utilised.



Visually Impaired clients

For clients who are visually impaired, the guide will ensure content is descriptive of the buildings and the objects being considered.

Assistance animals will be welcome on all walking tours.

EFFECTIVE DATES

Website

Feb - March 2023: Directors and Development Officer explore relevant web applications and decide how to implement them onto website.

- Prioritise which areas need to be made accessible first, including information, blogs, and podcasts.

March 30, 2023: Directors; Sign off policy and begin implementation

- As much of the information is regularly updated this will be an ongoing activity

April - May 2023: Guides; All guides will be made aware of the updated policy and will receive training on accessibility and how to implement accommodations on tours.

- Hard copies of online resources will be made available.

May: Public; The policy will be made available on the website in appropriate format and information will be provided as part of the booking process.

- This will also be made available as part of any information we give out.

Activities

April 30, 2023: All guides will have undertaken accessibility training provided by the organisation and read the organisation accessibility policy.

FURTHER INFORMATION

Accessibility Requirements = [Gov.UK](#)

Inclusive Language = [Gov.uk](#)

Accessible website = [Gov.uk](#)



Accessible website = [Berkeley](#)